

INFORMATION LETTER

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NATIONAL CANNERS ASSOCIATION

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FTC Mails Questionnaires to Cannery

The Federal Trade Commission announced October 19 the mailing of questionnaires to cannery in connection with its "Economic Inquiry into Food Marketing." Following is the text of the FTC announcement:

"FTC MAILS QUESTIONNAIRES TO CANNERS"

"The Federal Trade Commission has supplemented Part II of its 'Economic Inquiry Into Food Marketing' with the mailing of questionnaires to all companies engaged in canning or pickling fruits, vegetables or related products.

"The questionnaires, which must be answered by December 31, are similar to those mailed in August to freezers of fruit, juice concentrates or vegetables. They seek information on how cannery have been affected by the current trends toward concentration and integration in the food industry.

"The FTC launched its study of food marketing in October, 1958, in response to many complaints about threats to competition in the food industry. Part I of the inquiry was completed last May with the publication of a 338-page report on economic concentration and integration in the retail sale of food.

"As in the frozen food questionnaire, information is sought on sales promotion expenditures, such as payments for cooperative advertising, furnishing and maintaining display racks and other equipment, and giving free goods, services and discounts. The cannery are asked to report total sales promotion expenditures to purchasers during 1958 and 1959, then to

give the amount paid during those years under sales promotion plans. Any sales promotion expenditures not made under such a plan must be fully explained.

"The questionnaires also seek to trace the distribution flow of canned goods by requiring the cannery to list sales by product and brand to each of the following class of customers: food chains with 11 or more stores, independents and chains with less than 11 stores, other retailers, wholesale food distributors, mass feeding institutions, other cannery, picklers or preservers for resale in same form, other concerns for further processing, and exporters.

"The companies also must report sales to their three largest and three smallest regular customers and to each of the following chains: A&P, Safeway, Kroger, American Stores, National Tea, Food Fair, Winn Dixie, First National, Grand Union and Colonial Stores (including Albers). The cannery also must report any payments made to these customers in connection with the sale of canned or pickled fruits, vegetables or related products.

"The questionnaires also seek to determine the extent to which the cannery are integrated backwards toward their source of supply. Each cannery is asked to list the percentage of raw products obtained from its own operations, individual independent growers, grower's marketing cooperatives and other sources.

"Additional information is requested concerning the amount of control a cannery has over its independent suppliers or the limitations of its contracts with them.

"Finally, the companies must submit an operating statement; report acquisitions and disposals from January 1, 1950, through December 31, 1959, and give information about production and inventory of selected canned products."

Smith Reports Industry Safety Measures to California Group

President Milan D. Smith of the N.C.A. made a statement October 20 at Berkeley on the methods used by processors in control of the use of agricultural chemicals before a Special Committee on Public Policy Regarding Agricultural Chemicals, appointed by Governor Edmund G. Brown of California.

Mr. Smith's paper presented the viewpoint of the fruit and vegetable processing industry with respect to the use of and precautionary controls applied to pesticides and other chemicals used for canned or frozen foods. His comments included a thorough description of the N.C.A. "Protective Screen" program and the Pesticide Control Program of the Cannery League of California.

The Governor's Committee consists of 15 California appointees representing agricultural and university technologists, medical scientists, nutritionists, state agencies, consumers and industry. George A. Gooding of California Packing Corporation is the industry representative and played a leading role in arranging to have the statement about the canning industry's practices and controls presented to the Governor's group.

Mr. Smith's paper stressed the vital concern of cannery with favorable consumer acceptance of their products, and the importance they place on maintenance of such confidence through constant assurance of the wholesomeness of the product. He reviewed the many steps taken by processors from the farm to the cannery to accomplish this, and the close cooperation between industry and government that is constantly carried out.

He stated that the policy the Governor's committee is trying to chart for California is in many ways identical with the industry program. His concluding statement was that "the safety of all our citizens would be enhanced were this Committee to recommend a policy that could be adopted by other states and serve as an example of coordination and cooperation

ICC Motor Carrier Safety Rules

The Interstate Commerce Commission published in the *Federal Register* of October 14 a series of amended regulations governing driving of motor vehicles and the parts and accessories necessary for safe operations. The new regulations are a partial revision of those issued earlier this year and are concerned, specifically, with lighting on all motor vehicles, including private carriers as well as common and contract carriers. The regulations require the installation and use of specified lamps and reflectors on all vehicles, effective July 1, 1961.

among agricultural industries and federal, state and local governments."

Also appearing before the Governor's committee was Willie Mae Rogers, director, The Good Housekeeping Magazine Institute. The burden of Miss Rogers' report was that industry has done such a good job of safeguarding products for the consumer that her readers have expressed little fear or concern, despite recent sensational, scare-type articles about the dangers of poisons in foods. She reported that in the past three years the G.H.I. files disclosed only 10 letters touching on the subject of food additives, although they receive hundreds of letters from readers per month. She reported also that the food editors of six other national women's magazines, totaling more than 22 million circulation, had reported the same lack of concern on this subject on the part of their readers.

True Story

"Let's Plan On Chicken," a food article in the November issue of *True Story* magazine, includes canned foods in seven of the nine reader-contributed recipes.

The article says of chicken, "You can roast it, stuff it, stew it or fry it! Or give it a holiday air." Canned ingredients in the "colorful recipes" include tomato sauce, mushrooms, butter beans, pimientos, cream of chicken soup, beef broth, tomato paste and catsup.

Also featured in the magazine are two reader-contributed pumpkin pie recipes, Pumpkin-Peanut Brittle Pie and Tangy Pumpkin Pie, both using canned pumpkin.

Everywoman's Family Circle

Two photograph-food articles in the October issue of *Everywoman's Family Circle* magazine use numerous canned foods in the recipes.

The article "Let's have a covered-dish supper!" points out that "It's an easy way to serve a club, church, or P.T.A. group and have fun doing it." Eleven canned foods are included in the article. They are mushrooms, tomato sauce, tomato paste, whole white onions, chicken gravy, condensed cream of tomato soup, mixed vegetable juice, small whole beets, minted pineapple chunks, chili sauce, and Mexican-style whole kernel corn.

"Stew, stew—beautiful stew!" says, "For easy cooking, good looks, and downright deliciousness, you just can't beat a stew." Thirteen uses of canned foods are included in seven of the nine recipes. The canned foods are pineapple chunks, mixed vegetable juice, shrimp, clam broth, tomatoes, lima beans, pimientos, whole kernel corn, chick peas, stewed tomatoes, and pumpkin.

Woman's Day

Appearing monthly in *Woman's Day* magazine is a series of collector's cook books. Forty-fifth in the series is one in the October issue on sausages. A total of 43 canned foods are included in the recipes.

The introduction says, "Sausage has been an important meat staple for more than 5,000 years, and just about every country has produced its own special varieties."

Canned foods included in the eight-page cook book are tomatoes, tomato sauce, Italian style tomatoes, tomato paste catsup, condensed cream of tomato soup, condensed cream of mushroom soup, sauerkraut, consomme, apple sauce, pimientos, mushrooms, garbanzo beans, chick peas, mushroom sauce, sliced apples, minced clams, red beans, Vienna sausage, and cream style corn.

Good Housekeeping

A 16-page food-photograph special section, "Making fix-&-serve Food Fabulous," appears in the October issue of *Good Housekeeping* magazine. A total of 73 canned food uses are included in the recipe suggestions.

The introduction to the article says, "Seven dozen ideas for adding one touch of genius to dishes cooked from a package."

Canned foods included in the recipe ingredients are peaches, pineapple,

Convention Sessions Planned on Nutrition, Maintenance

Plans are well under way for two technical sessions to be held as breakfast meetings during the N.C.A.'s 1961 Convention in Chicago.

The first, on Monday, January 23, will show how present foods provide an adequate, safe diet. Dr. Charles Glen King will speak on "Modern Trends in the Nutritive Quality of Food Supplies Here and Abroad," Dr. Emil M. Mrak on the subject "Foods Are Chemicals," and Dr. K. F. Meyer on "Food Technology Throughout the World and Its Contribution." Each speaker will be allowed 30 minutes for his formal presentation and 10 to 15 minutes will be scheduled for questions and answers.

On Tuesday, January 24, a "Canned Foods Problems Clinic" will be held on the subject of "Maintenance Problems." As in previous years, the N.C.A. Research Laboratories invites suggestions for questions in this area.

fruit cocktail, pears, ripe olives, cranberry sauce, grapefruit sections, spiced crab apples, pork and beans, peas, mushrooms, pimientos, green beans, sweet potatoes, tomatoes, stewed tomatoes, water chestnuts, tomato paste, whole kernel corn, and tomato vegetable cocktail.

Also used are green pea, tomato rice, cream of vegetable, and onion soups, deviled ham, corned beef, chicken, turkey, tuna, sardines, crab meat, macaroni with cheese sauce, corned beef hash, beans and franks, chicken gravy, beef gravy, spaghetti sauce with meat, catsup, chili sauce, and mincemeat.

The article is attractively illustrated with color photographs of 11 of the recipes.

Stocks of Canned Fruits on Oct. 1 and Season Shipments

(N.C.A. Division of Statistics)

	Carry-over month	Case basis	Supply		Canners' Stocks, Oct. 1		Season Shipments to Oct. 1	
			1959-60	1960-61	1959	1960	1959	1960
			(thousands of cases)					
Apples.....	Sept.	6/10	1,429	1,242	1,149	821	280	421
Applesauce.....	Sept.	actual	7,064	7,382	5,397	5,651	1,608	1,728
RSP cherries.....	July	actual	4,326	2,555	2,634	1,509	1,092	1,045
Pineapple*.....	June	actual	18,515	18,626	10,478	12,085	8,037	6,541
Pineapple juice*.....	June	actual	13,144	13,843	9,553	9,274	3,589	4,569

* Pineapple Growers Association of Hawaii.

Forthcoming Meetings

- Oct. 24-26—Grocery Manufacturers of America, Inc., Annual Meeting, Waldorf-Astoria, New York City
- Oct. 24-27—Institute of Sanitation Management, Annual Conference and Show, Sheraton-Cadillac Hotel, Detroit
- Nov. 1—Iowa-Nebraska Cannery Association, 59th Annual Meeting, Tallcorn Hotel, Marshalltown, Iowa
- Nov. 3—Illinois Cannery Association, Fall Meeting, LaSalle Hotel, Chicago
- Nov. 4-5—Florida Vegetable Cannery Association, 2d Annual Convention, Deauville Hotel, Miami Beach
- Nov. 13-14—University of Tennessee, Food Technology Short Course, Knoxville
- Nov. 13-16—Georgia Cannery Association, Annual Convention, General Oglethorpe Hotel, Savannah
- Nov. 14-15—Wisconsin Cannery Association, 56th Annual Convention, Schroeder Hotel, Milwaukee
- Nov. 16-18—Indiana Cannery Association, Annual Meeting and Convention, French Lick-Sheraton Hotel, French Lick
- Nov. 20-21—Pennsylvania Cannery Association, 46th Annual Convention, Yorktowne Hotel, York
- Nov. 21-22—Michigan Cannery and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids
- Nov. 23-25—Ohio Cannery and Food Processors Association, 58d Annual Convention, Deshler-Hilton Hotel, Columbus
- Nov. 28-Dec. 1—Vegetable Growers Association of America, Annual Convention, Schroeder Hotel, Milwaukee
- Dec. 1-3—New York State Cannery and Freezers Association, 76th Annual Meeting, Statler-Hilton Hotel, Buffalo
- Dec. 5-6—Tri-State Packers Association, Annual Convention, Lord Baltimore Hotel, Baltimore
- Dec. 5-6—Ontario Food Processors Association, Annual Convention, Royal York Hotel, Toronto

Shipments of Metal Cans and Glass Containers, Jan.-Aug.

METAL CANS

	Jan.-Aug. cumulative 1959	1960 (short tons of steel)
Fruit and fruit juices (including cans for fruit base still drinks sold as soft drinks).....	1,042,307	509,486
Vegetable and vegetable juices.....		450,027
Meat, including poultry....	93,286	92,962
Fish and sea food.....	79,888	87,172
Baby food, including formulas.....	319,713	28,827
"Other" foods, including soups.....		310,982

GLASS CONTAINERS

	Jan.-Aug. cumulative 1959	1960 (thousands of gross)
Wide-mouth food (including fruit jars, jelly glasses, and packers' tumblers).....	30,735	29,329
Narrow-neck food.....	11,500	11,237

Dec. 13-14—National Food Brokers Association, National Food Sales Conference, The Conrad Hilton Hotel, Chicago

Dec. 12-14—National Conference on Water Pollution, Sheraton-Park Hotel, Washington, D. C.

Jan. 8-10—National Preservers Association, Annual Convention, Galt Ocean Mile Hotel, Ft. Lauderdale, Fla.

Jan. 9-10—Northwest Cannery and Freezers Association, Annual Meeting, Multnomah Hotel, Portland, Ore.

Jan. 12-15—Cannery League of California, 28th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco

Jan. 12-15—Association of Food Distributors, Annual Convention, Galt Ocean Mile Hotel, Ft. Lauderdale, Fla.

Jan. 23-26—NATIONAL CANNERS ASSOCIATION and Canning Machinery and Supplies Association, 54th Annual Conventions, The Conrad Hilton Hotel, Chicago

USDA Measures Growth in Factory Food Production

Factory production of farm food products increased from 1947 to 1958 at an average annual rate of 2.6 percent a year, according to a technical bulletin issued by USDA.

This rate of growth was slower than during World War II but substantially faster than during the prewar period, and the average rate of growth in factory production of all farm foods for the period 1909-58 also is 2.6 percent a year.

Among five industry groups, the processed fruit and vegetable industry has shown the fastest rate of growth since 1939—52 percent in terms of production and 11 percent in terms of marketings.

About half of total civilian purchases of fruits and vegetables (on a fresh equivalent basis) is canned or frozen, compared with about one-fourth in 1919 and with 38 percent in 1947.

Copies of the report, *Output of Factories Processing Farm Food Products in the United States, 1909-58* (Technical Bulletin No. 1223), may be obtained from the Office of Information, USDA, Washington 25, D. C.

Florida Cannery Association

Henry Cragg of Minute Maid Corporation, Orlando, was elected president of the Florida Cannery Association at its annual meeting.

Herschell Sorrells, Adams Packing Association, Auburndale, was elected first vice president, and Bruce Skinner, H. P. Hood & Sons, Dunedin, was elected second vice president. Reid Jensen, Treesweet Products Company, Ft. Pierce, was elected treasurer. C. C. Rathbun of Winter Haven continues in office as executive secretary.

Canner Elected by QM Assn.; Discussion of Coding for MSSA

Alfred J. Stokely, president of Stokely-Van Camp, Inc., Indianapolis, was elected president of the Quartermaster Association at its annual convention in Washington last week.

John S. Ross of Grocery Store Products Co., West Chester, Pa., was elected a vice president of the Quartermaster Association.

During a panel discussion on the Military Subsistence Supply Agency, it was reported that the N.C.A. Procurement Committee, of which Mr. Stokely is Chairman, has taken under advisement a request from The Quartermaster General that all canned foods be coded to permit identification of contents when labels are lost during military operations. Although certain technical difficulties have been raised, the N.C.A. Procurement Committee is continuing to work on the problem in the hope that it can agree on a recommendation to the canning industry.

Grades for Canned Mushrooms

Notice is given in the *Federal Register* of October 22 that the Agricultural Marketing Service of USDA proposes to revise the U. S. standards for grades of canned mushrooms.

The proposal would clarify definitions of various styles of canned mushrooms. The definition for sliced mushrooms, currently designated as "sliced whole," would be changed. Also, changes are suggested in the requirements for certain sizes of whole and button mushrooms and in factors of color, uniformity of size, and character.

Interested persons may submit written views and comments with regard to the proposed revision to the Chief, Processed Products Standardization and Inspection Branch, Fruit and Vegetable Division, Agricultural Marketing Service, USDA, Washington 25, D. C., until January 30, 1961.

Grades for Tomato Sauce

The Agricultural Marketing Service of USDA has amended the U. S. standards for grades of canned tomato sauce so as to permit more soluble solids in the product. The amendment eliminates the upper limit on the refractive index requirement, which had been set at 1.3541.

The amendment was published in the *Federal Register* of October 21 and was effective upon publication.

A.R.I. Meeting Discusses Responsibility for Research

The Agricultural Research Institute, which is associated with the Agricultural Board and is operated under the auspices of the National Academy of Sciences-National Research Council's Division of Biology and Agriculture, met in Washington on Monday and Tuesday, October 17 and 18. Eleven canners and the N.C.A. are Class A members of A.R.I. Class B members are made up of the Deans and Directors of Agricultural Experiment Stations in the country and delegates from the scientific biological societies.

There were two excellent panel discussions on Monday. The morning session was on "The Place of Engineering Research in Plant and Animal Production and Utilization in Our Modern Agriculture," with the following panel members: Dean Roy Bainer, University of California; Dr. A. W. Farrall, Michigan State University; and Dr. E. G. McKibben, USDA, Beltsville, Md. The afternoon panel was on "The Interresponsibility of Land-Grant Colleges, Government, Industry, and Regulatory Agencies with Respect to Agricultural Research and Interpretation of Results to the Public." The panel members were: Dr. C. H. Mahoney, moderator; Dean C. E. Palm, Cornell University; Dean D. G. Aldrich, University of California; Dr. M. R. Clarkson, USDA; Mr. J. Kenneth Kirk, FDA; Dr. Floyd De Eds, USDA, Albany, Calif.; Dr. B. L. Oser, FDA Research Lab.; and Dr. G. J. Krister, Du Pont Company. The program was arranged primarily for the top administrators in the land-grant colleges, government agencies, and industry.

The main speaker at the evening program was Roger Fleming, secretary-treasurer of the American Farm Bureau Federation, whose subject was "Making Decisions that Assure Progress."

The following day was devoted to reports of the various committees of the Agricultural Board and the A.R.I. working in the various fields of agricultural research. There was an excellent talk by Dr. L. W. Hazleton of the Hazleton Laboratories on the role of the independent biological laboratories in filling the research gaps in agricultural chemicals to protect the public interest. The afternoon program consisted of a panel on "Research Advances and Problems in the Animal Sciences."

Dr. C. H. Mahoney, Director of the N.C.A. Raw Products Research Bureau, was elected president of the A.R.I. for the coming year. Other officers elected at this meeting are Dr. M. B. Gillis, International Minerals and Chemical Corporation, vice president; and Dr. H. E. Robinson, Swift & Co., secretary.

Research Associateships Program

A program of research associateships offering young scientists a chance to receive advanced training among highly-qualified veteran scientists has been announced by the USDA and the National Academy of Sciences-National Research Council.

A total of 25 associateships will be supported by USDA's Agricultural Research Service under the program. They will be awarded about April 1, 1961. Each will enable the recipient to receive training and do research for a year at one of the 15 ARS Pioneering Research Laboratories. These are special units established nearly three years ago to explore beyond the present limits of scientific knowledge.

Associates will work at one of the following locations: Albany, Calif.; Beltsville, Md.; Lafayette, Ind.; New Orleans, La.; Peoria, Ill.; Philadelphia, Pa.; and Washington, D. C. Opportunities are available in the following fields of study: entomology, biochemistry, genetics, microbiology, agricultural economic mineral nutri-

tion of plants, physical chemistry, microbiological chemistry, plant physiology, and plant virology.

Applicants will be required to produce evidence of training equivalent to that represented by the Ph.D. or Sc.D. degree and to demonstrate superior ability for creative research. The stipend will be \$8,955, subject to income tax. A recipient may not receive aid from another appointment, fellowship, or similar grant during the term of his research associateship.

Applications for 1961-62 awards must be filed with the Fellowship Office, National Academy of Sciences-National Research Council, 2101 Constitution Avenue, N. W., Washington 25, D. C., by February 1, 1961.

Applications will be evaluated by a board of selection appointed by the National Academy of Sciences-National Research Council, according to ARS officials. The tenure of an associateship may begin after July 1, 1961. Brochures describing separate associateships in detail are also available from the National Fellowship office.

Other federal laboratories participating in the National Academy of Sciences-National Research Council associateship program include National Bureau of Standards, Naval Ordnance Laboratory, Naval Research Laboratory, Naval Weapons Laboratory, Navy Electronics Laboratory, U. S. Army Chemical Corps Biological Laboratories, and four technical centers of the Air Research and Development Command.

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